

TCD Public Education Work Group Conference Call April 14, 2010

Facilitator: Liz Deken, State Health Alliances Director, American Heart Association
Co-Facilitator; note taker: Anita Berwanger, Heart Disease and Stroke Prevention Program

Liz welcomed the work group members to the first webinar. She reviewed the focus of today's meeting:

- Work group charter with mission statement
- Ground rules
- Roles of members
- Define priority population with guest presenter, Shumei Yun
- What does your institution want from this effort?
- Review future meeting dates and timeline

Liz discussed the charter document, *Time Critical Diagnosis (TCD) System – Public Education Work Group Charter – 4/9/2010*, developed by an internal working group to provide guidance to the workgroup as it works to fulfill its ultimate challenge of coordinating the awareness of the TCD system and its benefits; stroke, STEMI and trauma symptom recognition; decreased delay in calling 911; and coordinating these efforts effectively across the state. Liz reviewed the document section by section. Ultimately, the charter will help keep us focused on our target. She emphasized that it is important to keep the scope of the project in mind when making recommendations for public education messaging, including resource limitations. The work group was asked to respond to the charter; participants reported that the charter was satisfactory.

Presenter: Shumei Yun, MD, PhD, Senior Epidemiologist, Department of Health and Senior Services presented information on: *Define Priority Population for Heart Attack and Stroke*

Please refer to the handout, *Identify Missourians with Stroke MI* for this discussion of the populations at greatest risk for heart attack and stroke. Heart attack increases with age, is higher with lower income and lower educational attainment, is lower in females before menopause, and there are no real racial differences. For stroke, those at highest risk are over 45 years of age, have lower income and lower educational attainment, is higher in African – Americans, and certain parts of the state are more highly affected including St. Louis, Kansas City and Southeast Missouri, especially the Bootheel. Dr. Muzaffar reported that we will also be assessing the target population for trauma and has some resources to assist with this. When messaging about the TCD system, we need to be broader, targeting all adult age groups. The distribution methods may vary for the various age groups but the message will be the same.

The next discussion centered on what the work group members are expecting from this effort. Members want more coordinated efforts and consistent approaches and reinforcement of their messages. This includes increased awareness of signs and symptoms and knowing what the system can do for you; that all hospitals are not the same, and that calling 911 will activate the system for the citizenry.

Liz then reviewed the work group's task timeline, noting that it goes through the end of the calendar year and that tasks can be adjusted as needed. See *TCD Public Education Work group Meeting and Task Timeline – 4/9/2010*.

The next conference call will be held on Wednesday, May 12, 2010 from 3:30 – 5:00 p.m. An agenda will be sent at a later time. Discussion topics will include core messages on purpose of TCD system, The Vandiver Group TCD system video, and discussion and selection of key TCD messages.